FILE

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/ NOV. 4, 1963

1963

JANUARY

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NOVEMBER

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, NOVEMBER 1, 1963

Thursday Oct. 31 11:30 A.M.	OPENING OF SPRING COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Showings: Oct. 31, Nov. 5 (Press), 6, 7 at 11:30 A.M. Publicity: Betty Yarmon, TR. 9-7112.		
Thursday Oct. 31 11:55 A.M.	"FASHION ON ICE"-- FURS AND RAINWEAR	BEN KAHN FURS; LAWRENCE OF LONDON	ROCKEFELLER CENTER ICE SKATING POND
	Designs for sports, daytime, and evening, featuring Ben Kahn's fur fashions and Lawrence of London's high fashion rainwear, in behalf of opening hospital week for the United Hospital Fund. Contact: Jessie V. Sloan, United Hospital Fund, PL. 4-1080.		
Thursday Oct. 31 12:00 Noon Luncheon	OPENING OF SPRING COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showings: Oct. 31, Nov. 1, 5, 6 at 12:00 Noon, followed by luncheon. By reservation. Contact: LA. 4-5800.		
Thursday Oct. 31 12:00 Noon	OPENING OF SPRING COLLECTION	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Harold Levine's Spring collection, designed by Don Breitinger, Oct. 31, Nov. 5, 7, 12 at 12:00 Noon. By reservation. Contact: LA. 4-0237.		
Thursday Oct. 31 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ELIZABETH LAWRENCE (17 WEST 57TH STREET)	HOTEL PLAZA PERSIAN ROOM
	Custom and ready-to-wear Fall fashions by Elizabeth Lawrence. Press by invitation. Public by reservation; contact:"Banquet Dept.," PL. 9-3000. Plaza Fashion Director and Commentator: Mary Alice Rice, PL. 2-5726.		
Thursday Oct. 31 1:15 P.M.	OPENING OF SPRING COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvia Kaplan's Spring dresses and ensembles. By invitation. Thereafter, Nov. 4, 6, 12 at 1:15 P.M. Contact: Miss Fritzi, LO. 5-4115.		
Thursday Oct. 31 1:15 P.M.	PRESS PREVIEW OF SPRING COLLECTION	GOTHE (DAVID E. GOTTLIEB)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	By invitation. Also Nov. 5 and 7 at 1:15, by appointment. Continuous thereafter. Contact: Larry Farragut or Miss Vivian Burnett, LO. 5-2727.		
Thursday Oct. 31 2:30 P.M.	OPENING OF SPRING PETITE COLLECTION	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showings: Oct. 31, Nov. 5, 6, 7, 12 at 2:30. Contact: LA. 4-0162.		
Just Released	SOCK COLORS- FALL 1964	THE COLOR ASSOCIATION OF THE U.S., INC.	200 MADISON AVENUE
	Forecast collection of solid and heather tones for men's and boys' socks. Contact: Ann Mulligan, MU. 5-5881.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Nov. 1	REMBRANDT'S PRESS SHOWING AT 11:00 A.M.(Opening, Tuesday, Oct. 29).		
Friday Nov. 1 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING COLLECTION Preview of Vera Maxwell's Spring dresses and costumes. By invitation. Thereafter at 12:00 Noon, Nov. 4, 5, 6, 7, 12, 13, 14. By reservation. Contact: Mr. Revell, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Friday Nov. 1 2:00 P.M.	PREVIEW: SPRING COLLECTION By invitation. Informal thereafter. Publ.: Betty Yarmon, TR. 9-7112.	MORT SCHRADER, INC.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	WEEK BEGINNING MONDAY, NOVEMBER 4, 1963		
Nov. 4	OHRBACH'S RELEASE DATE--Ski fashions. (No Press Show)		
Monday Nov. 4 11:00 A.M.	PREVIEW OF SPRING MISSES DRESSES One formal showing only. By invitation. Continuous daily thereafter. Publicity: Betty Yarmon, TR. 9-7112.	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday Nov. 4 12:00 Noon	OPENING OF SPRING COLLECTION Also, Nov. 5, 6, 11, 12 at 12:00 Noon. By appointment. Contact: LW. 4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday Nov. 4 2:00 P.M.	OPENING OF SPRING COAT COLLECTION Showings Nov. 4, 6, 12, 14 at 2:00 P.M. By appointment. Contact: Louis Mariani, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Nov. 4	MAURICE RENTNER'S PRESS SHOWING AT 3:00.(Opening, Oct.29 at 2:30).		
Monday Nov. 4 3:30 P.M.	OPENING: SPRING JUNIOR FASHIONS Preview of Spring junior collection, designed by Frank Adams. By invitation. Continuous thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Nov. 4 5:00 P.M.	SHOWING: CALIFORNIA SPRING COLLECTION Second showing for buyers, by reservation. Other showings, by appointment, until Nov. 14. Contact: Walter Oppenheimer, CI. 7-2200.	HELGA (722 SO.LOS ANGELES ST.)	HOTEL GOTHAM SUITE 1605-6
Beginning Monday Nov. 4	OPENING OF SPRING COAT COLLECTION Continuous showings. Contact: Phyllis Schorr, LO. 4-6886.	BATALDI (BAITCH & CASTALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Beginning Monday Nov. 4	CALIFORNIA SPRING COLLECTION Spring collection of afternoon and country club dresses and ensembles. Contact: Dick Steiner, MA. 7-5461(L.A.); after Nov. 3, CI. 7-2200(N.Y.).	WAYNE FULLER (122 E.7TH ST.,L.A.)	HOTEL GOTHAM PRIVATE SUITE
Beginning Monday Nov. 4	OPENING OF SPRING COLLECTION Continuous showings of costumes, coordinates, dresses, coats in wools and synthetic knits, designed by Renee Karel. Contact: Mike Salzman,OX.5-1840.	ALBERTO IMPORTS	1407 BROADWAY SHOWROOM - 12TH FLOOR

READY-TO-WEAR TIME TABLE, WEEK OF NOVEMBER 4

("O" REFERS TO OPENING; "P" PREVIEW OR PRESS SHOW; "*" INDICATES SHOWING FRIDAY)
For more details, refer to specific listings in current and previous issues.

	MONDAY, NOV. 4	TUESDAY, NOV. 5	WEDNESDAY, NOV. 6	THURSDAY, NOV. 7
9:30		Tiffeau-Busch	Modern Couture	Tiffeau-Busch
10:00	Marquise	Seymour Fox(O) Adele Simpson(O) Frank Gallant Ben Reig(O)	Marquise Adele Simpson Frank Gallant Ben Reig Jack Sarnoff(O)	Seymour Fox Adele Simpson Frank Gallant
10:30	Leonard Arkin Jane Derby	Handmacher-Vogel Pattullo- Jo Copeland Edward Abbott(O) Herbert Sondheim Hattie Carnegie(O)	Leonard Arkin *Jane Derby Pattullo- Jo Copeland Edward Abbott Herbert Sondheim	Bonnie Cashin Philip Sills (O) Pattullo- Jo Copeland Edward Abbott Herbert Sondheim Hattie Carnegie *Monte-Sano & Pruzan (Fri., Nov.8 only)
11:00	Arkin Knits Stephan Ltd.(P) Seymour Jacobson	Andrea A.	Arkin Knits Arkay Juniors(O) Seymour Jacobson	Andrea A. Majestic(P)
11:30	George Carmel	Arthur Jablow Abe Schrader(P) Andrew Arkin	George Carmel Abe Schrader	Arthur Jablow Abe Schrader Andrew Arkin
11:45			Jose Rivero(P)	
12:00	Vera Maxwell Geoffrey Beene(O) Estevez	Vera Maxwell Geoffrey Beene Harold Levine Louis Goldstein(O) Lanz(O) Ceil Chapman	Vera Maxwell Geoffrey Beene Estevez Countess Alexander(O) Louis Goldstein Lanz (O) Ceil Chapman Anne Fogarty(O) Paul Blumenstein	Vera Maxwell Estevez Harold Levine Louis Goldstein Lanz (O) Mollie Parnis(O) Anne Fogarty
1:00	Teal Traina Harvey Berin	Teal Traina Jr.Sophisticates Harvey Berin Hannah Troy Maurice Rentner Mr. Mort(P)	Teal Traina Jr.Sophisticates Harvey Berin Hannah Troy Arthur Cole(P)	Jr.Sophisticates Harvey Berin Maurice Rentner
1:15	Nat Kaplan	Gothe Oleg Cassini- Young America(O)	Nat Kaplan Oleg Cassini- Young America	Gothe Oleg Cassini- Young America
1:30		Highlight(O)	Highlight	Eric Lund(P)

(continued on following page)

READY-TO-WEAR TIME TABLE (continued from page 3)

	MONDAY, NOV. 4	TUESDAY, NOV. 5	WEDNESDAY, NOV. 6	THURSDAY, NOV. 7
2:00	Originala(O)	Harry Frechtel Rappi(O)	Originala Rappi Mam'selle(O)	Harry Frechtel Rappi Mam'selle
2:15	Paul Parnes		Paul Parnes	
2:30	Young Elegant by Larry Aldrich	Larry Aldrich Anthony Blotta(O) Branell Rembrandt Ira Rentner Maurice Rentner	Larry Aldrich *Christian Dior-N.Y.(O) Branell Rembrandt Ira Rentner	Young Elegant by Larry Aldrich Branell Rembrandt Ira Rentner Maurice Rentner Burke Amey(P)
3:00	Maurice Rentner(P)	Lanz	Lanz	Lanz
3:30	Junior Accent(O)			
4:00	Harmay	Harmay Lawrence of London Rosalie Macrini(O) Samuel Winston	Mademoiselle Ricci Lawrence of London Malcolm Starr(O) Samuel Winston Donald Brooks-Townley	Anthony Blotta Lawrence of London Scaasi Boutique for Martini(O)
4:30			Monte-Sano & Pruzan(P)	
5:00	Helga			
5:30				Jean Louis(P)
6:00			Bud Kilpatrick(P)	

RESORT-SPRING SHOWINGS--These collections have opened.

BARBERINI, LTD. (DIV.OF ORIGINALA) . . . . . Suits, ensembles, and coats for Spring.
230 West 38th Street, 9th Floor, PE. 6-2291.

BOBBIE BROOKS, INC. . . . New junior swimsuits; also Spring collection.
1407 Broadway, Room 3902, PE. 6-2392.

CABANA. . . . . Resort collection, designed by Pembroke Squires.
1410 Broadway, 17th Floor, WI. 7-0326.

CAMEO EVENING FASHIONS; FIVE-THIRTY P.M. Cocktail and evening fashions, designed by George Nardiello.
530 Seventh Avenue, 3rd Floor, PE. 6-0151.

CLARET ORIGINALS,INC. . Holiday-Cruise casual dresses and sportswear.
498 Seventh Avenue, 8th Floor, LO. 3-6126.

FEDER FASHIONS. . . . . Hardy Amies of London ready-to-wear fashions.
1410 Broadway, 29th Floor. Publ.: Sue Gardner, TR.7-4952.

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CONTINUOUS SHOWINGS (continued from page 4)

FONTANA OF ROME. . . . .Resort-Spring import fashions. By reservations.
Hotel Plaza, Suite 336, PL. 3-7244.

HARVEY FURST, INC. . . .Cocktail dresses, long formals, ensembles by Don Auten.
530 Seventh Avenue, 8th Floor, WI. 7-5370.

RUDY GERNREICH FOR . . .Cruise knitwear, swimwear, dresses, sportswear.
HARMON KNITWEAR 1407 Broadway, Rm. 600, Charles Rose Offices, BR.9-5664.

GAY GIBSON, INC. . . . .Spring junior collection.
1407 Broadway, Room 3905, LO. 5-4212.

DAVID M.GOODSTEIN ASSOC. Resort and Cruise fashions, designed by Tina Leser.
550 Seventh Avenue, 24th Floor, LA. 4-2577.

NAN HERZLINGER . . . . .Late Resort and Spring collection.
242 West 38th Street, 11th Floor, OX. 5-1735.

MELBA HOBSON . . . . . .Resort and Spring sportswear, separates, and dresses.
FOR MR. GEE 1407 Broadway, 25th Floor, WI. 7-8178.

HOUSE OF JAMISON . . . .Resort sportswear, dresses, and separates by Peggy Thayer.
498 Seventh Avenue, 24th Floor, OX. 5-4812.

KAY-SELIG, INC.. . . . .Spring cocktail and formal fashions.
1385 Broadway, 6th Floor, WI. 7-4252.

KIMBERLY KNITWEAR, INC. Resort-Holiday knitwear collection.
1410 Broadway, 18th Floor, LO. 4-1080.

KORET OF CALIFORNIA. . .Spring sportswear and dresses.
1407 Broadway, 4th Floor, LO. 5-2442.

LADY MANHATTAN . . . . .Spring collection of women's shirts and sportswear.
1407 Broadway, 15th Floor, CO. 5-2975.

LEE CLAIRE, INC. . . . .Spring late day and formal fashions.
530 Seventh Avenue, 14th Floor, WI. 7-9470.

LOOMTOGS, INC. . . . . .Resort-early Spring collection, designed by Leo Narducci.
1410 Broadway, 15th Floor, LW. 4-2770.

McMULLEN . . . . . .Resort-Cruise dresses and coordinates; also boutique imports.
550 Seventh Avenue, 20th Floor, OX. 5-4270.

MARCH & MENDL, INC. . . .Holiday-Resort "Storm Play" fashions, by Will Rowe. By appt.
512 Seventh Avenue, 21st Floor, LA. 4-7942.

PARNES-FEINSTEIN, INC. . Spring dresses, costumes, long formals, by Mort Mogel.
530 Seventh Avenue, 10th Floor, BR. 9-0965.

PETTI-4'S, INC.. . . . .Resort-Spring custom-size petites.
498 Seventh Avenue, 17th Floor, CH. 4-3558.

(continued on following page)

CONTINUOUS SHOWINGS (continued from page 5)

QUEEN CASUALS . . . . . Spring-Summer sportswear collection.
1410 Broadway, 2nd Floor, WI. 7-1381.

RONA DRESS COMPANY. . . Spring dress collection, designed by Lee Shapiro.
1400 Broadway, 19th Floor, CH. 4-3872.

CATHERINE SCOTT . . . . Resort-Spring collection. By appointment.
OF CHICAGO Hotel Gotham, Suite 1009, MU. 8-3047.

ROBERT SLOAN . . . . . Portuguese collection, and sportswear by Sylvia de Gay.
SPORTSWEAR, INC. 498 Seventh Ave., 7th Fl. Publ.:Margaret Hodge,LT.1-3260.

THE JOHN WEITZ. . . . . Resort-Cruise boutique collection. By appointment.
BOUTIQUE 533 Seventh Avenue, 8th Floor, LO. 3-4920.

LESTER WICKS, INC. . . Holiday-Resort fashions; cocktail accessories. By appointment.
113 East 62nd Street, Salon, TE. 8-3870.

CASTILLO FOR. . . . . Castillo's Spring collection, designed for Zacari.
ZACARI, LTD. 1410 Broadway, 18th Floor, PE. 6-3650.

Beginning Monday Nov. 4	OPENING: SPRING SUIT COLLECTION	DEVONBROOK	1400 BROADWAY SHOWROOM - 10TH FLOOR
	Daily showings of suits, designed by John Anthony. Contact: PE. 6-4580.		
Beginning Monday Nov. 4	OPENING: SPRING COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Continuous daily showings. Contact: Alan Baron, PE. 6-8867.		
Beginning Monday Nov. 4	SPRING AND RESORT COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Continuous daily showings of Resort and Spring collection, designed by Dorothy Farbo. Contact: Marcella Wolfe, BR. 9-5991.		
Beginning Monday Nov. 4	SHOWING: CALIFORNIA SPRING FASHIONS	WERLE (626 N.ROBERTSON,L.A.)	HOTEL GOTHAM PRIVATE SUITE
	Showing of Werle's Spring fashions in New York. By appointment. Contact: Jose Fernandez, OL. 2-4114(L.A.); after Nov. 3, Dan Werle, CI.7-2200(N.Y.).		
Nov. 5	ELECTION DAY (Tuesday).		
Tuesday Nov. 5 10:00 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showings at 10:00, Nov. 5, 7, 11, 13. Contact: Mr. Rene Taxier, LO.4-3246.		
Tuesday Nov. 5 10:00 A.M.	OPENING OF SPRING COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings: Nov. 5, 6, 7, 12, 13, 14 at 10:00 A.M. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday Nov. 5 10:30 A.M.	OPENING OF SPRING COLLECTION	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Also, Nov. 7, 12, 14 at 10:30. By reservation. Contact: Sally Wolfe, OX. 5-3091. Publicity: Ruth Hammer Assoc., EL. 5-7872.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 5 10:30 A.M.	OPENING OF SPRING COLLECTION	EDWARD ABBOTT-WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showings at 10:30, Nov. 5, 6, 7. (Note Change of Date.) By appointment. Contact: Myra de Francesca or David Taxier, LA. 4-8490.		
Tuesday Nov. 5 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Have A Good Day"--the new coat collection, showing at 12:00 Noon, Nov. 5, 6, 7, 12, 13, 14 followed by luncheon. By invitation. Contact: Dorothy Levine, CH. 4-3512.		
Tuesday Nov. 5 12:00 Noon	OPENING OF SPRING & CRUISE COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Two half-hour showings daily at 12:00 Noon and 3:00 P.M.--Nov. 5, 6, 7, 12, 13, and 14. By appointment. Contact: Audrey Brock, OX. 5-6440.		
Tuesday Nov. 5 1:00 P.M.	PREVIEW OF SPRING DRESS COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Spring dresses, designed by Stanley Herman. By invitation. Continuous thereafter. Contact: Dorothea Marshall, OX. 5-4760.		
Tuesday Nov. 5 1:15 P.M.	OPENING: SPRING COLLECTION	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Also, Nov. 6, 7, 13, 14 at 1:15 P.M. By reservation. Contact: Kay McGowan, LO. 5-6453.		
Tuesday Nov. 5 2:00 P.M.	OPENING OF SPRING MISSES COLLECTION	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showings at 2:00 P.M., Nov. 5, 6, 7. Contact: LO. 5-2626.		
Tuesday Nov. 5 2:30 P.M.	OPENING OF SPRING COLLECTION	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Three showings: Nov. 5 at 2:30; and Nov. 7, 12 at 4:00. By reservation. Contact: Dorothy Hermes, PE. 6-8412.		
Tuesday Nov. 5 4:00 P.M.	PRESS PREVIEW: SPRING-SUMMER RAINWEAR	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Lawrence of London's couture rainwear collection for Spring-Summer. By invitation. Thereafter, by reservation, Nov. 6, 7, 11, 13, 14 at 4:00 P.M. Contact: Norman Lawrence, CH. 4-3815. Publ.: Mathews-Latham, MU. 5-7907.		
Tuesday Nov. 5 4:00 P.M.	OPENING OF SPRING COLLECTION	ROSALIE MACRINI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Also, Nov. 12 at 4:00. By reservation. Contact: Anne Towne, CH. 4-2655.		
Tuesday Nov. 5 8:00 P.M. - 10:00 P.M.	SEMI-ANNUAL SEMINAR FOR MEMBER STORES	MERCHANDISING MOTIVATION INC.(39 W.55TH STREET)	HOTEL GOTHAM BALLROOM - 3RD FLOOR
	"Twelve Weeks To Easter"--Spring preview for member stores. By invitation. Contact: Marjorie Reich or Frances Hodges, LT. 1-2714.		
Tuesday Nov. 5-Nov. 6 8:30 P.M.	SKI FASHION SHOW AND SKI MOVIE	MADEMOISELLE; SAKS FIFTH AVENUE	HUNTER COLLEGE ASSEMBLY HALL
	Active ski and apres ski fashions, available at Saks Fifth Avenue, from November issue of "Mademoiselle." Also, ski movie produced by John Jay. Benefit performances for Spence-Chapin Adoption Service Building and Development Fund. Tickets: $5.00. Contact: Miss Cordon, EN. 9-0300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Nov. 5	SPRING AND HOLIDAY JUNIOR COLLECTION	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Continuous showings of daytime and late-day junior fashions, designed by Frances Prisco. Contact: LO. 4-9310.		
Beginning Tuesday Nov. 5	PREMIERE SHOWING OF SLEEPWEAR	GRETA PLATTRY FOR LEISURELY	350 FIFTH AVENUE SHOWROOM - 1233
	Informal daily showings of Spring sleepwear, designed by Greta Plattry for Leisurely. Contact: Harvey Brandt, LO. 3-6321.		
Beginning Tuesday Nov. 5	OPENING OF SPRING COLLECTION	LESLIE FAY, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Continuous daily showings. Contact: Isabelle Crawford, LW. 4-9000.		
Tuesday Nov. 5- Nov. 12	EIGHTIETH ANNUAL NATIONAL HORSE SHOW	NAT'L HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE.& 50TH STREET
	Public Relations: Bill Bryan, TN. 7-2576.		
Wednesday Nov. 6 9:30 A.M. Coffee	PRESS PREVIEW: FESTIVE TABLE SETTINGS	B. ALTMAN & COMPANY	4TH FLOOR CHINA AISLE
	"Fashion designers set the festive table"--preview for the press. By invitation. (For Release, Thurs., Nov. 7.) Publicity: Lorraine Talent, OR. 9-7800.		
Wednesday Nov. 6 10:00 A.M.	SPRING COATS, SUITS AND COSTUMES	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
	Jack Sarnoff's Spring collection, designed by Molly. Also, Nov. 11 and 14 at 10:00 A.M. By reservation. Contact: PE. 6-7121.		
Wednesday Nov. 6 11:00 A.M.	OPENING: SPRING JUNIOR COLLECTION	ARKAY JUNIOR	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	One formal showing only. Continuous thereafter. Contact: LO. 5-2626.		
Wednesday Nov. 6 11:45 A.M. Aperitif	PREVIEW: SPRING COUTURE FASHIONS	JOSE RIVERO (MIAMI, FLORIDA)	HOTEL GOTHAM PETITE BALLROOM
	Daytime and evening fashions, designed by Jose Rivero of Spain and Florida. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280. Beginning Nov. 7, showings in private suite, by appointment. Contact: Antonio Cueto, CI. 7-2200.		
Wednesday Nov. 6 12:00 Noon Luncheon	CRUISE AND SPRING COUTURE FASHIONS	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	One showing only, by invitation. Thereafter informal showings, by appointment. Contact: CH. 4-5693.		
Wednesday Nov. 6- Nov. 7 12:00 Noon	OPENING: SPRING DRESSES AND BOUTIQUE	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	By invitation. Informal showings thereafter. Contact: Pat Snyder, LO. 4-9115.		
Wednesday Nov. 6 12:00 Noon Luncheon	"THE FORCES OF CHANGE"	NAT'L HOME FASHIONS LEAGUE(767 LEX.AVE.)	HOTEL PIERRE BALLROOM
	Speaker: Mr. David L. Yunich, President--Macy's New York. Prices: $6.50, members; $7.50, guests. Contact: Josephine Brush, TE. 8-5133.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 6 1:00 P.M.	PREVIEW OF SPRING DRESSES AND COSTUMES	ARTHUR COLE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Spring collection, designed by Ole Borden for Arthur Cole. By invitation. Continuous thereafter. Contact: John Brunelle, OX. 5-4760.		
Wednesday Nov. 6; Nov. 7 2:00 P.M.	OPENING: SPRING JUNIOR COLLECTION	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Spring junior collection, designed by Betty Carol, Nov. 6 and 7 at 2:00. By reservation. Contact: Bettye Whiteman, CH. 4-7373.		
Wednesday Nov. 6 2:30 P.M.	OPENING OF SPRING COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Also, Nov. 8, 12, 14 at 2:30. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.		
Wednesday Nov. 6 4:00 P.M.	OPENING: RESORT-SPRING COLLECTION	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	The Frank Starr Originals collection, designed by Elinor Simmons and Celia Phillips. By invitation. Thereafter Nov. 12 and 14 at 4:00 P.M., by appointment. Contact: Marion Auley, LA. 4-7690.		
Wednesday Nov. 6 4:30 P.M.	PRESS PREVIEW: SPRING COLLECTION	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
	Preview for press, by invitation. Showings at 10:30, Nov. 8, 12, 14, 20. By reservation. Contact: JU. 2-2317.		
Wednesday Nov. 6 6:00 P.M.	PREVIEW: CALIFORNIA SPRING COLLECTION	BUD KILPATRICK (2139 STONER AVE.,L.A.)	HOTEL PLAZA CRYSTAL ROOM
	Preview of Bud Kilpatrick's Spring collection. By invitation. Thereafter showing in private suite, by appointment. Contact: Eph Feinberg, PL. 9-3000. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday Nov. 6 8:00 P.M.	SPRING TRENDS CLINIC FOR MEMBER STORES	TOBE ASSOCIATES, INC. (11 WEST 42ND STREET)	HOTEL ASTOR BALLROOM
	By reservation only. Contact: Ruth Farrell, OX. 5-6210.		
Beginning Wednesday Nov. 6	OPENING: FASHION WRITING COURSE	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Editorial, advertising and publicity writing. A 12-week course conducted by Eleanor H. Hull, Wednesday, 4:20-6:00 P.M.; or 7:00-8:40 P.M. Tuition: $40.00. Registration $5.00. Contact: Dorothy Tyroler, CO. 5-2077.		
Thursday Nov. 7 11:00 A.M.	PREVIEW: SPRING COORDINATED SEPARATES	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
	Preview of Majestic's Spring coordinated separates, designed by Jeanne Essig. For press and buyers, by invitation. Continuous thereafter. Contact: Viola Beecher, LO. 4-3113.		
Thursday Nov. 7 12:00 Noon Luncheon	BENEFIT LUNCHEON AND FASHION SHOW	ASSN. FOR HELP OF RETARDED CHILDREN	WALDORF-ASTORIA BALLROOM
	The Coty Award winning designers, 1963, will present their fashions for the benefit of N.Y. League, Association For Help of Retarded Children. Co-chmn.: Mrs. Barnett Robinson and Mrs. Arthur Stierm. Tickets: $25.00; reservations: BU. 8-8027. Publicity: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 7 12:00 Noon	OPENING: MOLLIE PARNIS SPRING COLLECTION	PARNIS LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Showings: Nov. 7, 12, 13, 14 at 12:00 Noon. By reservation. Contact: Lou Scobell, BR. 9-5012.		
Thursday Nov. 7 4:00 P.M.	OPENING: SPRING AND RESORT COLLECTION	SCAASI BOUTIQUE FOR MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Also, Nov. 11, 14 at 4:00 P.M. (Note Change Of Dates.) By invitation. Contact: Eli Lehrman, LO. 4-0616. Publ.: Eleanor Lambert, MU. 8-2130.		
Beginning Thursday Nov. 7	OPENING OF SPRING COLLECTION	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Showing of Jerry Silverman's collection, designed by Shannon Rodgers. By appointment. Contact: Jean Dionne, CH. 4-4940, or CH. 4-7522.		
Beginning Thursday Nov. 7	CALIFORNIA RESORT-SPRING FASHIONS	TRAVILLA	HOTEL PLAZA PRIVATE SUITE
	Showing for two weeks, by appointment. Formal showing, Mon., Nov. 11 at 5:30 (cocktails); 6:00 (Show) in the Baroque Suite, Hotel Plaza, by invitation only. Contact: Gina Cord, OL. 2-0723 (L.A.); after Nov. 7, PL. 9-3000 (N.Y.).		
Nov. 8	MACY RELEASE DATE--Ski Fashions. (No Press Show)		
Friday Nov. 8 10:00 A.M. Coffee	PRESS PREVIEW OF GIVENCHY FASHIONS	B. ALTMAN & CO.	3RD FLOOR FUR SALON
	Preview for the press of Givenchy fashions. By invitation. (For Release, Mon., Nov. 11.) Publicity: Kay Robinson, OR. 9-7800.		
Friday Nov. 8 8:00 P.M. Cocktails-Dinner	FOURTEENTH ANNUAL FAN BALL	CHILDREN'S CANCER FUND OF AMERICA	HOTEL PLAZA BALLROOM
	Annual Fan Ball for benefit of Children's Cancer Fund of America. Showing of fashions by leading designers. Chairman: Mrs. Herbert T. Mundin. Reservations: $50.00. Contact: LE. 5-4340.		
Nov. 11	ALTMAN'S RELEASE DATE--Givenchy fashions.(Preview, Fri., Nov. 8--See Above)		
Nov. 11	TRAVILLA'S FORMAL SHOWING, 5:30 P.M., BAROQUE SUITE, HOTEL PLAZA.(See Above		
Beginning Monday Nov. 11	OPENING OF SPRING COLLECTION	DEBSHIRE	1400 BROADWAY SHOWROOM - 10TH FLOOR
	Continuous daily showings of Spring dresses and costumes, designed by John Anthony. Contact: Fleurette Rothschild, PE. 6-4580.		
Tuesday Nov. 12 9:45 A.M. Coffee	PRESS PREVIEW OF RESORT FASHIONS	STERN'S	3RD FLOOR SPECIALTY CORNER
	Stern's will invite the press to preview their Resort fashions. By invitation. (For Release, Wed., Nov. 13.) Publ.: Mildred Collins, LO. 5-7960.		
Tuesday Nov. 12 12:00 Noon Luncheon	PREVIEW: SPRING-SUMMER SPORTSWEAR	EVAN-PICONE, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
	Evan-Picone's Spring-Summer sportswear collection. Show at 1:30 P.M. For press and buyers, by invitation. Thereafter continuous daily at showroom. Contact: Ira Segal, LO. 4-7375.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 12 12:00 Noon	OPENING OF SPRING COLLECTION	TAIMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Spring dresses, costumes, and coats, designed by Dominic at two showings, Nov. 12 and 14 at 12:00 Noon. By reservation. Contact: BR. 9-1195.		
Tuesday Nov. 12 2:30 P.M.	OPENING OF SPRING COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Also Nov. 12, 13, 14 at 2:30; and Nov. 20 at 10:30 A.M. By reservation. Contact: Estelle Marr, LO. 3-1600.		
Tuesday Nov. 12 4:00 P.M. Cocktails	PREVIEW OF SPRING COLLECTION	SAM FRIEDLANDER (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Sam Friedlander's Spring collection, designed by Bob Bugnand. By invitation. Thereafter by appointment in showroom, 3rd floor. Contact: Sylvan Fox, PE. 6-2663.		
Tuesday Nov. 12 4:00 P.M. Cocktails	DONEGAL TWEEDS ON THE AMERICAN SCENE	THE IRISH EXPORT BOARD; DONEGAL TWEED ASSOC.	HOTEL PLAZA TERRACE ROOM
	Fashions from the leading men's and women's houses in the United States. Show at 4:30. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Tuesday Nov. 12 5:00 P.M.- 7:00 P.M.	RECEPTION-PREVIEW: NEW GLOVE COLLECTION	HANSEN GLOVE CORPORATION (500 FIFTH AVENUE)	HOTEL PLAZA BAROQUE SUITE
	Hansen Gloves will have a reception-preview to introduce their new "Maharanee" collection. By invitation. Publicity: Helen Sisson, CH. 4-0290.		
Wednesday Nov. 13 11:00 A.M.; 3:30 P.M.	OPENING OF SPRING COLLECTION	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	For buyers, Nov. 13 at 11:00 and 3:30. Press preview, Thurs., Nov. 14 at 11:30 A.M. All shows by invitation. Contact: Faye Berk, CH. 4-7270.		
Wednesday Nov. 13 4:30 P.M.	OPENING: SPRING AND SUMMER COLLECTION	GEORGE STAVROPOULOS, INC.	47 WEST 57TH STREET SHOWROOM - 5TH FLOOR
	Showings: Nov. 13, 14, 18, 19, 20 at 4:30 P.M. For press and buyers by reservation. Thereafter by appointment. Contact: Ruth English, PL. 5-2494.		
Wednesday Nov. 13 7:30 P.M. Dinner-Dance	ELEVENTH ANNUAL "ANGELS BALL"	NATIONAL COUNCIL OF JEWISH WOMEN	HOTEL ASTOR BALLROOM
	For benefit of Council Thrift Shop, N. Y., section of National Council of Jewish Women. Co-sponsored by Helena Rubinstein Foundation. Reservations: $175.00 per couple (includes $75.00 for dinner, plus donation of merchandise worth $100.00 to Council Thrift Shop). Contact: N.Y. Headquarters, LE. 5-5900. Publicity Chairman: Ann R. Silver, BR. 9-6076.		
Nov. 14	OHRBACH'S RELEASE DATE--Gifts for Christmas. (No Press Show)		
Nov. 14	SARMI'S PRESS SHOWING AT 11:30. (Opening, Nov. 13 at 11:00 and 3:30)		
Thursday Nov. 14 1:30 P.M.	PREVIEW: SPRING COUTURE FASHIONS	ERIC LUND, INC.	16 WEST 57TH STREET SHOWROOM - 4TH FLOOR
	Eric Lund's complete Spring couture collection, at new showroom. For press and buyers, by invitation. Thereafter, by appointment. Contact: JU. 2-2570.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 14 2:30 P.M.	PRESS PREVIEW: RESORT- AND SPRING COLLECTION	BURKE-AMEY, INC.	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR
	Burke-Amey will present their Resort and Spring collection. For press and buyers, by reservation. Thereafter by appointment. Contact: Helen Borger, CO. 5-7720		
Beginning Thursday Nov. 14	OPENING OF SPRING COLLECTION	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
	Couture daytime and evening fashions, designed by Angela at informal showings. By appointment. Contact: Bruno Landi, JU. 2-1747.		
Friday Nov. 15 7:30 P.M. Dinner	PREMIERE: DINNER FASHION SHOW	ADELE SIMPSON (530 SEVENTH AVENUE)	WALDORF-ASTORIA PEACOCK ALLEY
	Adele Simpson will present her collection as the first in a series of fashion shows, sponsored by Eastern Airlines. Men's evening fashions--After Six. Shoes--Fiorentina. Gloves--Kislav. Hats--Adolfo. (Show at 8:45 P.M. followed by dancing.) Public by reservation: $6.50; contact: Mr. Matt, EL. 5-3000, Ext. 318. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.		
Monday Nov. 18 10:00 A.M. Breakfast	CONTINENTAL CORNER: CHRISTMAS GIFT BOUTIQUE	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
	Preview for the press of the Continental Corner--Christmas gift boutique, featuring accessories for men, women, and children. By invitation. (For Release, Tues., Nov. 19.) Publ.: Eileen Goldburg, TR. 5-0195.		
Beginning Monday Nov. 18	OPENING OF JUNIOR DRESS COLLECTION	RONNIE FASHIONS	1400 BROADWAY SHOWROOM - 34TH FLOOR
	Continuous daily showings of junior dress collection for Spring. Contact: Joan Parker, PE. 6-4735.		
Beginning Monday Nov. 18	OPENING OF SPRING COLLECTION	PETITEEN DRESS CO.,INC.	520 EIGHTH AVENUE SHOWROOM - 12TH FLOOR
	Continuous daily showings of Spring dress collection. Contact: Allen Fein, LO. 5-0850.		
Tuesday Nov. 19 10:30 A.M. Coffee	PRESS PREVIEW OF CALIFORNIA FASHIONS	GIMBELS	3RD FLOOR SPECIALTY CORNER
	"California Fashion Fiesta"--introduction of exclusive new designer fashions. (For Release, Wed., Nov. 20.) By invitation. Publicity: Margot Infantino, LO. 4-3300.		
Friday Nov. 22 9:00 A.M. And 12:00 Noon	AMERICAN READY-TO-WEAR: BREAKFAST & LUNCHEON	THE FASHION GROUP,INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
	American Ready-To-Wear, Spring 1964--"The American Business of Fashion." Commentator and speaker: Estelle Hamburger. Breakfast: $8.00, members; $15.00, guests. Luncheon: $10.00, members; $20.00, guests. Contact: CI. 7-3940.		
Tuesday Nov. 26 8:00 P.M. Supper-Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE	COSTUME INSTITUTE-MET. MUSEUM OF ART	METROPOLITAN MUSEUM SCULPTURE HALL
	Sixteenth annual "Party Of The Year" for benefit of Costume Institute-Metropolitan Museum of Art. Special exhibit and fashion promenade. Chmn.: John S. Burke, Jr., President--Altman's. Co-chmn.: Melvin E. Dawley and Adam Gimbel. Publicity chmn.: Jessica Daves. Reservations: $100.00 each. Contact: TR. 9-5500, Ext. 381.		

1964

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